

COMMENTS OF WDHA-WMTR-WWTR (GREATER MEDIA NEW JERSEY)

A. INTRODUCTION

WDHA-FM and WMTR-AM are licensed to communities in the Morristown, New Jersey area and WWTR-AM is licensed to Bridgewater, New Jersey. (WWTR is a simulcast of WMTR except for one hour of public affairs programming each week.) Each station strives to provide programming that is responsive to the unique interests and needs of the Morristown/Bridgewater communities. Our comments below address specific issues raised in the Commission's Notice of Inquiry.

B. COMMUNITY PROGRAMMING AND PUBLIC AFFAIRS

Each of our stations broadcasts daily programming that provides current news, weather, and traffic information. This information is obtained from local and national services, as well as in-house monitoring of major news sources, and is delivered by local on-air personnel. WMTR airs 10 local newscasts per day Monday through Friday, with news reports every half hour during morning drive, one midday report and three hourly reports in afternoon drive. About 3% of WMTR's broadcast time is dedicated to local news. In addition, WMTR uses its web site to enhance news and information by conducting periodic web polls covering the hot issues of the day. WDHA broadcasts seven newscasts each day, each of which is produced on-site in our Morristown studios and generally lead with three local stories per newscast and also include two national stories. WDHA and WMTR also provide snow closing and delay information on their websites for local schools and businesses.

News reports offer listeners up-to-the-minute information on local, national and international events, and also focus on issues of concern to our listeners, including the economy, environment, health, and lifestyle. Each report is live, delivered with the latest weather forecast and current weather conditions. News reports also include information on sports events of interest to the local community.

WMTR airs 145 traffic reports per week; WDHA airs 100. Our traffic reports provide listeners with the latest information on accidents, road hazards and slowdowns, and offer alternative routes around problem areas. Each report covers major transportation routes in and around the metropolitan area and also covers routes used for interstate travel between adjacent states. Traffic reports occur frequently during the peak morning drive hours and occasionally during afternoon drive as needed.

In addition, each station broadcasts weekly public affairs programming that addresses specific topics of interest to the community. All of our public affairs programming is produced locally. We believe these programs provide important and current information that may not otherwise be readily available to our listeners. Examples of our public affairs programming include:

- *Your New Jersey Connection*, a call-in interview program hosted by members of WMTR's news department, which covers local and national politics, crime, terrorism, and other developments of local and national interest.
- *Insight*, a "Meet the Press"-type interview program which includes topics such as the local real estate market, members of the local business community, medical concerns, nutrition and diet, local charities, and childrearing.
- *Ask the Expert*, a call-in program with listener participation, which includes issues of general interest such as health problems, children's issues, war and terrorism, adoption, and home buying.

Our stations also include regular programming features designed to connect our listeners with their local communities. For example, WMTR airs the weekly church services of the Presbyterian Church on the Green in Morristown. WWTR airs an hour-long weekly program called *Morning Glory* in which a wide variety of Somerset County clergy members discuss issues affecting the WWTR listening area. (This is the only hour where WMTR and WWTR are not simulcast.) WMTR also promotes local causes through its "What's happening" reports. Subjects cover blood drives, adoption, charity fundraisers, homeless clothing drives, free blood and cancer screenings, animal welfare activities, craft fairs, food drives, eyeglass donations for the needy, Alzheimer's support group activities and income tax assistance. "What's Happening" reports air about 20 times a day.

Each of our stations also broadcast a number of public service announcements (PSAs) on a broad range of topics. WMTR airs about 35 PSAs per week. WDHA also airs PSAs up to 20 times per week, promoting issues such as automotive safety and anti-drinking and driving campaigns. Between the two stations, current and recent PSA campaigns include:

- Big Brothers/Big Sisters – Morris/Bergen/Passaic
- Somerset County Red Cross – Disaster Preparation
- Lackawanna Power Squadron
- WIC Program/NJ
- Organ Donation/NJ
- Morris County Library Exhibit
- NJ Psychiatric Association
- Call 2 Recycle
- NJ DEP/Bear Problems
- NJ Motor Vehicles/Digital Licenses
- Vietnam Vet Memorial Wall
- US Conference of Mayors/Breast Cancer and Prostate Cancer Awareness (includes mayors of Edison, Irvington, Hope, East Orange, Elizabeth)
- Vote 2004
- National Center on Addiction & Substance Abuse at Columbia University/Family Day
- Family Service of Morris County/Time Out Program
- Volunteer Center/Bergen County
- NJ Poison Control

- Mental Health Association/Morris
- Scleroderma Association/Tri-State Chapter
- Spinal Bifida Association/Tri-State Chapter
- Opportunity Project/NJ Nets
- Morris Court Appointed Advocates
- Sharing Network
- Community Blood Services/Northern NJ
- Catholic Charities/Metuchen
- Southeast Morris Red Cross
- ALS Greater NY w/Bob Costas
- Cancer Care Network w/Joe Torre
- Literacy Volunteers/Essex
- United Way/Mentoring Program
- American Stroke Association
- Myasthenia Gravis NJ
- Somerset Area Red Cross/Volunteering
- Friends Of The Blind/Morris
- Children's Aid Society
- Morris County Sheriff/Project Lifesaver
- Morris County Sheriff/Crimestoppers
- Alcoholics Anonymous
- Mended Hearts NJ
- Market Street Mission/Donate Old Cars
- Disabled Veterans NJ
- Triple A/Driving While Distracted
- American Red Cross w/Al Roker/Volunteering
- American Optometric Association
- Cause For Paws/Adopt and Spay/Neuter

C. POLITICAL PROGRAMMING

Our radio stations are devoted to promoting political and civic discourse in their respective communities. WMTR broadcasts two weekly programs that address local political and other public affairs issues. *Insight* is a 15-minute "Meet the Press"-type show in which the WMTR news department interviews community leaders on a variety of issues. *Your New Jersey Connection* is an hour-long call-in talk show that covers local issues. During the recent election, *Your New Jersey Connection* held on-air debates between local Congressional candidates, and between the Morris County Board of Chosen Freeholders candidates. WMTR also provides on-air primary and election night coverage. Both stations carried PSAs for *Vote 2004*, a get-out-the-vote campaign.

D. EMERGENCY PROGRAMMING

All of our stations are equipped for EAS broadcasts, although we welcome further discussion on this topic. All of our stations participate in local "Amber Alerts" to assist local

authorities in locating missing children. Regular programming is interrupted to broadcast these alerts. WMTR and WDHA participate in both the EAS and AMBER alert systems as a local monitoring station.

In addition, our stations respond to local emergencies as required or appropriate under the circumstances. WMTR provides on-the-scene information of major disasters that affect our listeners. For example, when the explosions occurred at the Picatinny Arsenal in Rockaway, New Jersey, we sent a reporter who provided live on-air reports. In addition, WMTR employs a meteorologist, Steve Pellittiere, who has state-of-the-art weather forecasting equipment. We provide local weather forecasts at least 36 times a day. WDHA houses a “Big Screen Weather” weather tracking system, which provides local forecasts 24 hours per day, 7 days per week.

E. CREATION AND SELECTION OF PROGRAMMING

We absolutely do not subscribe to any “national” playlists because we believe we have an obligation to play what our listeners want to hear. Our stations also use their station websites as a source of communication with and feedback from listeners.

We preempt regularly-scheduled programming for matters of urgent local and national interest. On September 11th, WMTR immediately cancelled all regular programming and went with continuous news and information programming. This effort lasted for four days and consisted of local and regional reports from the WMTR news department and CNN audio feeds. Additional reports were aired for months thereafter. WMTR also preempts regular programming for news bulletins that affect listeners in our coverage area.

WDHA broadcasts regular programming that is designed to spotlight local artists or music outside the station’s format. WDHA promotes local music every weekday with our “Homegrown Spotlight,” a feature that highlights an area musician/band and plays one song from that local artist. This program is promoted on-air with up to ten recorded promotional mentions per week. WDHA also is home to a Sunday Morning show called *All Mixed Up*, which focuses on many types of music hybrids within the rock format. *All Mixed Up* exposes the WDHA listener to different musical types, styles and many local artists.

F. COMMUNITY ACTIVITIES

We firmly believe that our public interest obligations do not begin and end with our programming activities. Each of our stations is an active participant in its local community, particularly with respect to sponsoring local fundraisers and bringing attention to issues of local concern and importance. For example:

- WMTR personalities are active in many charitable local walk-a-thons. Recent events included the Breast Cancer Awareness walk at the Rockaway Town Square Mall, and the March of Dimes event in Florham Park.

- WDHA participates in many community activities with non-profit charity groups including The March of Dimes, The TJ Martell Foundation, The American Cancer Society's "Relay For Life" and Various Blood Drives for the Blood Center of New Jersey. WDHA airs promotional announcements for these activities up to 20 times per week in the weeks preceding each event and WDHA on-air personalities are present at many of these events to host and create awareness. WDHA participates in blood drives yearly and has participated in cancer awareness campaigns in conjunction with many of these organizations.
- WDHA participates in Food Drives for the Community Food Bank of NJ and has raised tons of food in various community food drives.
- WDHA on-air personalities are active in many community causes including animal welfare groups/organizations, food drives, and concerts and events to help local area residents/listeners.
- WDHA participates in activities benefiting the Fraternal Order of Police, and donates prizes to many community groups including area schools and charities.
- WDHA regularly participates in the "Gift Of Giving" for the Holidays, which helps Morris County children during the holiday season.

Most, if not all, of these charitable events are also posted on the WDHA website for exposure, and most charities receive a link to their organization and a basic 3-5 week run of exposure.

It is rewarding to know that we have the capacity to bring together local personalities and charitable causes to benefit our communities. Our radio stations are truly local businesses, and we are an integral part of the Morristown and Bridgewater communities. We are proud of our ongoing commitment to localism and the endless generosity of our employees and listeners in giving back to their communities.

G. CONCLUSION

As demonstrated above, each of our stations devotes a substantial portion of its air time, financial resources, and outreach efforts to (1) creating an ongoing dialogue with listeners and the general public and (2) using that dialogue to create programming and community events that serve the public interest and address the issues that are most important to each community. We take our public interest obligations very seriously, and we are proud of the service we provide to the Morristown and Bridgewater communities.